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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/916,030	07/25/2001	Amy E. Messner	10010532-1	7422
7590	06/19/2006		EXAMINER	
HEWLETT-PACKARD COMPANY Intellectual Property Administration P.O. Box 272400 Fort Collins, CO 80527-2400			BEKERMAN, MICHAEL	
			ART UNIT	PAPER NUMBER
			3622	

DATE MAILED: 06/19/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)	
	09/916,030	MESSNER ET AL.	
Examiner	Art Unit		
Michael Bekerman	3622		

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) Responsive to communication(s) filed on 03 April 2006.

2a) This action is **FINAL**. 2b) This action is non-final.

3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) Claim(s) 1-26 is/are pending in the application.
4a) Of the above claim(s) _____ is/are withdrawn from consideration.
5) Claim(s) _____ is/are allowed.
6) Claim(s) 1-26 is/are rejected.
7) Claim(s) _____ is/are objected to.
8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) The specification is objected to by the Examiner.

10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
a) All b) Some * c) None of:
1. Certified copies of the priority documents have been received.
2. Certified copies of the priority documents have been received in Application No. _____.
3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) Notice of References Cited (PTO-892) 4) Interview Summary (PTO-413)
2) Notice of Draftsperson's Patent Drawing Review (PTO-948) Paper No(s)/Mail Date. ____.
3) Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date ____.
5) Notice of Informal Patent Application (PTO-152)
6) Other: ____.

DETAILED ACTION

This action is responsive to communications filed on 4/3/2006.

Claim Rejections - 35 USC § 103

1. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

2. **Claims 1-7, 9, 11, 12, and 14-25 are rejected under 35 U.S.C. 103(a) as being unpatentable over Suzuki (U.S. Patent No. 6,313,745) in view of Treyz (U.S. Patent No. 6,587,835).**

Regarding claims 1-4, Suzuki teaches the obtaining, via a data network, of a list of consumer specified purchase preference items (items taken into the fitting room) (Abstract, Sentence 5), the comparing of those items to items in inventory (stock information database) (Column 6, Lines 62-67), the generating of a second list of items including at least one item that is at least: on said first list (different colors of an item still refer to the same item) (Column 8, Lines 1-3), conforming to at least one of said consumer-specified preferences (Abstract, Sentence 5), related to at least one item on said consumer list (Abstract, Sentence 5), and is a promoted inventory item on said list of preference items (Column 6, Lines 62-67), and the generating of a third list of items in

inventory and available for purchase according to said preferences (the list generated by the server is the second list, while the list generated by the in-store terminal is the third list) (Abstract, Sentences 6 and 7). Suzuki also teaches the changing of consumer preferences items due to a consumer-specified extrinsic event (time of year, found based on consumer purchase and trial history) (Column 9, Lines 1-8). While Suzuki teaches the recommending of items on sale, Suzuki doesn't specify the providing of an electronic purchase money voucher for an item on the list. Treyz teaches sending an electronic coupon to a user's portable device while they are in the store (Column 51, Lines 28-43). It would have been obvious to one having ordinary skill in the art at the time the invention was made to give an electronic coupon for a sale item recommended by the system. Having an electronic coupon in hand would greater compel a consumer to purchase the recommended item without wasting the paper for a printed coupon. Suzuki uses purchase history to determine recommendations. Thus, the coupon is given after purchases are made. Treyz teaches ephemeral coupons in Column 37, Lines 32-34.

Regarding claims 5, 6, and 11, Suzuki teaches the obtaining, via a data network, of a list of consumer specified purchase preference items (items taken into the fitting room) (Abstract, Sentence 5) and a list of items previously purchased by the consumer (Abstract, Sentence 8), the comparing of preference items to history items (Column 8, Lines 58-67), and the generating of a list of items including at least one item that is at least based on the comparison (Column 8, Lines 58-67). While Suzuki teaches the recommending of items on sale, Suzuki doesn't specify the providing of an

electronic purchase money voucher for an item on the list. Treyz teaches sending an electronic coupon to a user's portable device while they are in the store (Column 51, Lines 28-43). It would have been obvious to one having ordinary skill in the art at the time the invention was made to give an electronic coupon for a sale item recommended by the system. Having an electronic coupon in hand would greater compel a consumer to purchase the recommended item without wasting the paper for a printed coupon. Suzuki uses purchase history to determine recommendations. Thus, the coupon is given after purchases are made. Multiple coupons are capable of being issued. Treyz teaches ephemeral coupons in Column 37, Lines 32-34.

Regarding claims 7, 9, and 12, Suzuki teaches the obtaining of a consumer purchasing profile (past trial and purchase history) and generating a list of recommended items in inventory based on the purchasing profile (Abstract, Sentence 8). When a consumer purchases an item, the number of items in inventory will inherently be adjusted. While Suzuki teaches the recommending of items on sale, Suzuki doesn't specify the providing of an electronic purchase money voucher for an item on the list. Treyz teaches sending an electronic coupon to a user's portable device while they are in the store (Column 51, Lines 28-43). It would have been obvious to one having ordinary skill in the art at the time the invention was made to give an electronic coupon for a sale item recommended by the system. Having an electronic coupon in hand would greater compel a consumer to purchase the recommended item without wasting the paper for a printed coupon. Suzuki uses purchase history to determine

Art Unit: 3622

recommendations. Thus, the coupon is given after purchases are made. Treyz teaches ephemeral coupons in Column 37, Lines 32-34.

Regarding claims 14 and 15, Suzuki teaches the obtaining of a first list of items purchased by a consumer via a data network, the obtaining of a second list of items purchased by a consumer via a data network (items purchased on different days may constitute different lists), and the comparing of the lists to obtain a set of purchase preferences (Abstract, Sentence 8). While Suzuki teaches the recommending of items on sale, Suzuki doesn't specify the providing of an electronic purchase money voucher for an item on the list. Treyz teaches sending an electronic coupon to a user's portable device while they are in the store (Column 51, Lines 28-43). It would have been obvious to one having ordinary skill in the art at the time the invention was made to give an electronic coupon for a sale item recommended by the system. Having an electronic coupon in hand would greater compel a consumer to purchase the recommended item without wasting the paper for a printed coupon. Suzuki uses purchase history to determine recommendations. Thus, the coupon is given after purchases are made. Multiple coupons are capable of being issued. Treyz teaches ephemeral coupons in Column 37, Lines 32-34.

Regarding claims 16 and 17, Suzuki teaches the obtaining of a first list of items purchased by a consumer, the obtaining of a second list of items purchased by a consumer (items purchased on different days may constitute different lists), the comparing of the lists to obtain a set of purchase preferences (Abstract, Sentence 8), and the rendering of a purchase incentive to the consumer based on the purchase

preferences (Column 8, Lines 64-67). While Suzuki teaches the recommending of items on sale, Suzuki doesn't specify the providing of an electronic purchase money voucher for an item on the list. Treyz teaches sending an electronic coupon to a user's portable device while they are in the store (Column 51, Lines 28-43). It would have been obvious to one having ordinary skill in the art at the time the invention was made to give an electronic coupon for a sale item recommended by the system. Having an electronic coupon in hand would greater compel a consumer to purchase the recommended item without wasting the paper for a printed coupon. Suzuki uses purchase history to determine recommendations. Thus, the coupon is given after purchases are made. Multiple coupons are capable of being issued. Treyz teaches ephemeral coupons in Column 37, Lines 32-34.

Regarding claims 18-21, Suzuki teaches the generating of a computer file containing a list of required purchases and a set of purchase preferences (whether a purchase is important enough to be considered required is up to the individual consumer) (Abstract, Sentence 5), the transmitting of the file from a first computer to a second computer (sent from the fitting room to the server), and the receiving of a list of items to purchase compliant with the purchase preferences and determined by an extrinsic event (user-specified calendar date) (Abstract, Sentence 5 and Column 9, Lines 1-8). While Suzuki teaches the recommending of items on sale, Suzuki doesn't specify the providing of an electronic purchase money voucher for an item on the list. Treyz teaches sending an electronic coupon to a user's portable device while they are in the store (Column 51, Lines 28-43). It would have been obvious to one having

ordinary skill in the art at the time the invention was made to give an electronic coupon for a sale item recommended by the system. Having an electronic coupon in hand would greater compel a consumer to purchase the recommended item without wasting the paper for a printed coupon. Suzuki uses purchase history to determine recommendations. Thus, the coupon is given after purchases are made. Treyz teaches ephemeral coupons in Column 37, Lines 32-34.

Regarding claim 22, Suzuki teaches a data network interface for obtaining, via a data network, of a list of consumer specified purchase preference items (items taken into the fitting room) and a list of required purchases (whether a fitting room item is important enough to be considered required is up to the individual consumer) (2 trips to the fitting room can be considered 2 different lists) (Abstract, Sentence 5), a means for comparing preference items to required items (Column 8, Lines 58-67), a means for generating a second list of items including at least one item that is at least: compliant to said consumer-specified preferences (Abstract, Sentence 5), and a means for generating a third list of items in inventory and available for purchase according to said preferences (the list generated by the server is the second list, while the list generated by the in-store terminal is the third list) (Abstract, Sentences 6 and 7). While Suzuki teaches the recommending of items on sale, Suzuki doesn't specify the providing of an electronic purchase money voucher for an item on the list. Treyz teaches sending an electronic coupon to a user's portable device while they are in the store (Column 51, Lines 28-43). It would have been obvious to one having ordinary skill in the art at the time the invention was made to give an electronic coupon for a sale item recommended

by the system. Having an electronic coupon in hand would greater compel a consumer to purchase the recommended item without wasting the paper for a printed coupon. Suzuki uses purchase history to determine recommendations. Thus, the coupon is given after purchases are made. Treyz teaches ephemeral coupons in Column 37, Lines 32-34.

Regarding claim 23, Suzuki teaches a data network interface for obtaining, via a data network, of a list of consumer specified purchase preference items (items taken into the fitting room) and a list of required purchases (whether a fitting room item is important enough to be considered required is up to the individual consumer) (2 trips to the fitting room can be considered 2 different lists) (Abstract, Sentence 5), a means for comparing preference items to required items (Column 8, Lines 58-67), a means for generating a second list of items including at least one item that is at least: compliant to said consumer-specified preferences (Abstract, Sentence 5), and a means for generating a third list of items in inventory and available for purchase according to said preferences (the list generated by the server is the second list, while the list generated by the in-store terminal is the third list) (Abstract, Sentences 6 and 7). While Suzuki teaches the recommending of items on sale, Suzuki doesn't specify the providing of an electronic purchase money voucher for an item on the list. Treyz teaches sending an electronic coupon to a user's portable device while they are in the store (Column 51, Lines 28-43). It would have been obvious to one having ordinary skill in the art at the time the invention was made to give an electronic coupon for a sale item recommended by the system. Having an electronic coupon in hand would greater compel a consumer

to purchase the recommended item without wasting the paper for a printed coupon. Suzuki uses purchase history to determine recommendations. Thus, the coupon is given after purchases are made. Multiple coupons are capable of being issued. Treyz teaches ephemeral coupons in Column 37, Lines 32-34.

Regarding claims 24 and 25, Suzuki teaches a user interface (the store clerk is a user) for obtaining, via a data network, of a list of consumer specified purchase preference items (items taken into the fitting room) and a list of required purchases (whether a fitting room item is important enough to be considered required is up to the individual consumer) (2 trips to the fitting room can be considered 2 different lists) (Abstract, Sentence 5), a means for comparing preference items to required items (Column 8, Lines 58-67), a means for generating a second list of items including at least one item that is at least: compliant to said consumer-specified preferences (Abstract, Sentence 5), and a means for transferring the second list containing items in inventory and available for purchase according to said preferences, and means for displaying said second list (Figure 10). While Suzuki teaches the recommending of items on sale, Suzuki doesn't specify the providing of an electronic purchase money voucher for an item on the list. Treyz teaches sending an electronic coupon to a user's portable device while they are in the store (Column 51, Lines 28-43). It would have been obvious to one having ordinary skill in the art at the time the invention was made to give an electronic coupon for a sale item recommended by the system. Having an electronic coupon in hand would greater compel a consumer to purchase the recommended item without wasting the paper for a printed coupon. Suzuki uses purchase history to determine

recommendations. Thus, the coupon is given after purchases are made. Multiple coupons are capable of being issued. Treyz teaches ephemeral coupons in Column 37, Lines 32-34.

3. Claims 8, 10, 13, and 26 are rejected under 35 U.S.C. 103(a) as being unpatentable over Suzuki (U.S. Patent No. 6,313,745) in view of Treyz (U.S. Patent No. 6,587,835), and further in view of Richards (U.S. Pub No. 2001/0039519).

Regarding claims 8, 10, 13, and 26, Suzuki doesn't specify the ordering of items in the recommendation list according to location within the store. Richards teaches a consumer recommendations system that orders recommended products according to location in the physical store (Abstract). It would have been obvious to one having ordinary skill in the art at the time the invention was made to order the items on a list in any way, including the one taught by Richards. Richard's ordering method allows a user to find recommended products more quickly.

Conclusion

4. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, THIS ACTION IS MADE FINAL. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within

TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Michael Bekerman whose telephone number is (571) 272-3256. The examiner can normally be reached on Monday - Friday, 7:30 - 4:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric W. Stamber can be reached on (571) 272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Jeffrey D. Carlson
Jeffrey D. Carlson
PRIMARY EXAMINER

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